

Message Text

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ACTION EB-08

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2150

LIMITED OFFICIAL USE PARIS 12318

E.O. 11652: N/A

TAGS: ETRD FR

SUBJECT: NON-RUBBER FOOTWEAR STATISTICAL INFORMATION

REF: (A) STATE 085744, (B) PARIS 05177

1. AS DEPARTMENT IS AWARE, FRENCH NON-RUBBER FOOTWEAR INDUSTRY HAS BEEN EXPERIENCING CONSIDERABLE DIFFICULTIES OVER LAST SEVERAL YEARS DUE IN LARGE PART TO DECLINING COMPETITIVE SITUATION BOTH DOMESTICALLY AND INTERNATIONALLY VIS A VIS ITALIAN AND BRITISH FOOTWEAR MANUFACTURERS. MAJOR DYNAMIC ELEMENT IN OTHERWISE SOMBER PICTURE HAS BEEN EXPORT PERFORMANCE, PARTICULARLY TO US, OF ADIDAS ATHLETIC SHOES. BELOW IS THE INFORMATION REQUESTED IN REFTEL A.

2. CAPACITY. AS WE NOTED IN REFTEL B, FRENCH PRODUCTION FIGURES (THE ONLY MEASURE OF CAPACITY AVAILABLE) INCLUDE ALL TYPES OF FOOTWEAR. HOWEVER, RUBBER FOOTWEAR REPRESENTS ONLY A MINOR PERCENTAGE OF TOTAL PRODUCTION.

1976 1980(A) 1980(B)

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TOTAL PRODUCTION

(INCLUDES RUBBER 214 210 165
FOOTWEAR)

(1975 FRANCS)

(MILLION OF PAIRS AND 6,400 6,400 5,400
FR. F.)

NOTE. 1980 FIGURES ARE FROM SEVENTH FRENCH PLAN PREPARATORY DOCUMENT, LEATHER INDUSTRY. A IS HIGH GROWTH HYPOTHESIS ; B IS LOW GROWTH HYPOTHESIS. DEPARTMENT WILL NOTE THAT UNDER EITHER HYPOTHESIS, FOOTWEAR INDUSTRY IS EXPECTED TO DECLINE.

3. NEW INVESTMENT. HARD DATA IS LACKING REGARDING NEW INVESTMENTS THAT ARE TARGETED FOR EXPORT. HOWEVER, PLAN PROJECTIONS LEAD TO CONCLUSION THAT ON BALANCE LITTLE OR NO INCREASE IN THIS TYPE OF INVESTMENT IS LIKELY. UNDER HYPOTHESIS A, EXPORTS OF FOOTWEAR IN 1980 WILL BE 50 MILLION PAIRS, UNDER HYPOTHESIS B 45 MILLION VERSUS EXPORTS IN 1975 OF 60 MILLION PAIRS.

4. EXPORTS. UNDER COVER OF PARIS A-150 OF APRIL 26, WE HAVE POUCHED DETAILED STATISTICS ON FRENCH EXPORTS OF NON-RUBBER FOOTWEAR DURING THE PAST FIVE YEARS. NO DETAILS, OTHER THAN STATISTICS IN PARA 3 ABOVE, ARE AVAILABLE REGARDING PROJECTIONS OVER THE NEXT FIVE YEARS.
GAMMON

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